

PREMIUM PACK - OVERT

STAGE I

- one-on-ones
- ~~in depth interviews~~ focus groups

material needed

3 pack designs (all blue) ✓
- 3 of each

flip top - white (as reference)

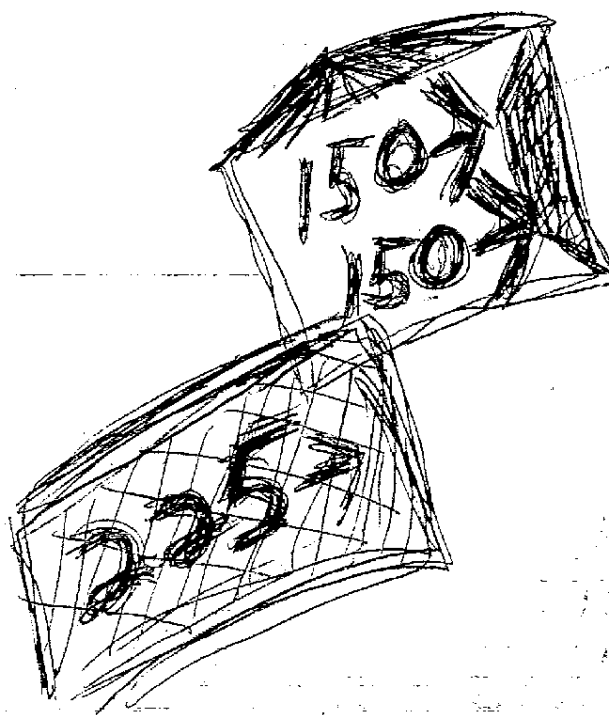
STAGE II

- product testing
- 225 of ^{shoulder box} ~~all pack~~
- 225 of flip top box
- cig - undecided

white - unidentified
non menthol only.



(All 1000 smokers)



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